



Japan Fashion Week Organization Unveils New Logo For 20th Anniversary of Japan Fashion Week

For twenty years, Japan Fashion Week has been represented by a logo created in 2005, when the Fashion Strategy Council—the predecessor of the Japan Fashion Week Organization (JFWO)—was established. Symbolizing the aims of strengthening the international competitiveness of Japan’s fashion industry and establishing Tokyo as a global hub of fashion information, the logo has been displayed in a wide range of settings as an iconic symbol of Japan Fashion Week.

While the former logo has become familiar to many, JFWO announces the launch of a new logo at the milestone of its 20th anniversary, with the hope of further growth and global advancement of Japan’s fashion industry, and as an expression of that commitment.

In addition, the initiative previously known as the “Collection Division” will, as of this date, be renamed the “Fashion Week Division.” This change aims to increase recognition of the term “Fashion Week” and to more clearly communicate the nature of the organization’s activities.

JFWO’s dual mission—first, to promote Japanese designers and creative talent internationally through the “Fashion Week Division,” and second, to support the development of Japan’s textile industry both domestically and internationally—makes it a rare organization globally. With the launch of this new logo, JFWO reaffirms its commitment to contributing to the sustained growth of Japan’s textile and fashion industries.



<New Logo Concept>

Designed to communicate the spirit of Japanese fashion craftsmanship to the world, the new logo transforms the letters “JFWO” into the kanji character for “clothing” (服). Its minimalist use of straight and curved lines draws inspiration from traditional Japanese seals (hanko), while the circular motif references the Hinomaru of the Japanese flag. Through its symbolic form, the logo invites dialogue and aims to leave a lasting impression.

Logo design by Park Sutherland park-sutherland.com

Japan Fashion Week Organization

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